

media release

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Seminar to Help Colorado Companies Develop Export Opportunities

LAKEWOOD, Colo. – Funding to support developing exports of Colorado agricultural products is available for 2013. A seminar on August 15 will give insights and information on how funds can help Colorado companies develop export opportunities and how to apply for these funds.

In the past three years, Colorado companies have received 44 grants for more than \$1.15 million to support marketing efforts to develop or expand exports from Colorado through the US Department of Agriculture Market Access Program (MAP). These funds have been used for trade shows, both in the United States and internationally, as well as travel expenses to attend international trade shows. Other companies have used funds for complying with labeling requirements for international markets, advertising, and a wide range of promotional expenses.

“I hope more Colorado companies will participate in this program,” says Colorado Department of Agriculture Commissioner John Salazar. “Developing exports is critical to our state’s economy, and these funds can help companies develop or expand export markets.”

The Colorado Department of Agriculture is hosting a seminar in Lakewood from 10am until 1pm on August 15, with speakers from the Western US Agricultural Trade Association (WUSATA), to discuss how available funds can assist exporting efforts. The “Support for Exporting Seminar”

will focus on a wide range of products including foodservice products, ingredients, natural/health, nursery, nutraceutical, organic, pet food and products, produce, and retail products. The seminar will cover topics including understanding if your product is ready for export, identifying funding available for international marketing activities and promotions, and how funds help in exhibiting at international and domestic trade shows.

Food and agricultural companies currently exporting or interested in developing international markets are invited to attend. Pre-registration is required and the fee is \$25 per person, which includes lunch. For more information or to register, visit www.wusata.org/BrandedSeminarCO. Visit the Services section to learn about program basics and how to qualify.

International marketing specialists are available at the Colorado Department of Agriculture to assist in beginning and expanding Colorado's export markets. Assistance includes training for export operations, assessment of market options, international finance and accessing USDA funding support for exporters. For more information, visit www.coloradoagriculture.com/exporter, call (303) 239-4118 or e-mail Tim.Larsen@ag.state.co.us.

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